



**Alberta
Cattle
Commission**

GRASS routes

The Alberta Cattle Producer Monthly Update

February 1998

Call us at (403) 275-4400

CANADIANA

ACC Forms Water Quality Task Force

The Alberta Cattle Commission (ACC) is establishing an **industry task force on water quality**.

A resolution was passed at the annual general meeting to set up the task force which will include other producer organizations, Alberta Agriculture and Alberta Environmental Protection to address both manure management and water quality issues.

The work of the task force will be two-fold: **the introduction of short term remedial measures, and a long term, producer focused strategy to address the issue.**

The ACC has developed **extension material to help producers better understand the source of water quality problems and how**

management improvements can be made.

The ACC is an active partner in many environmental programs. Along with *Trout Unlimited Canada*, the *Canadian Cattlemen's Association* and government agencies, the ACC developed the **Riparian Habitat Management Program (Cows and Fish) to showcase proper grazing management for riparian areas.**

A number of partners are involved in conducting ongoing producer awareness and education efforts in several watersheds including the North Saskatchewan, Medicine/Little Red Deer and Bow Rivers.

For more information on water quality call the ACC at (403) 275-4400.

Asian Market Decline Affects Beef Exports

The Asian currency crisis will have different impacts on 1998 Canadian beef exports, depending on the country. **Exports to South Korea will decline sharply while exports to Japan will actually rise.**

Due to a steep decline in the South Korean currency, virtually no beef will be imported in the first quarter of 1998 with a slow resumption of buying to near normal levels by the end of

the year.

Asian beef sales in 1997 are expected to reach 26,000 tonnes.

Japan is a different story for 1998. That country will buy more Canadian beef than ever. The *Canada Beef Export Federation* is forecasting Japan alone will purchase in excess of 30,000 tonnes.

Total Asian sales should range between 35-40,000 tonnes in 1998.

Retail Beef

Sales Increase FEB 6 1998

A new survey shows **retail beef sales have increased across Canada in each of the last four quarters** for the period ending September 1997.

During the 12 month period, **87.4 per cent of Canadian households purchased beef**. The survey also indicates about 12 per cent more households purchased beef rather than chicken.

The latest data shows during the one year period total **retail beef purchases were up 22.5 million pounds, with a value of about \$100 million.**

The research shows a steady increase during each of the four quarters simply because more consumers are choosing beef. More households are buying beef and frequent buyers of beef are making more purchases.

During the 1997 summer barbecue season, roasts sales were surprisingly up while steak sales remained strong.

The survey is ongoing and gathers data from 4,500 households across Canada.

High School Beef Program Expanded

The Beef in the Classroom Program targeting high school food studies students has been expanded to schools in Red Deer and Grande Prairie. The program already reaches Calgary, Edmonton and Lethbridge.

**Cattle Market
Information
Slaughter Line
(403) 274-4340
Feeder Line
(403) 274-4345**

*or see the
ACC market
report at*

**Web Site
www.cattle.ca**

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